

Campaign Manager

Performance Task

Introduction

A campaign manager is an individual who coordinates a political campaign's operations. This includes duties such as fundraising, advertising, polling, and other activities supporting the person running for office.

In this task you will be taking on the role of a campaign manager for a person running for Mayor of your community. You will be helping him/her in the campaign including advertising, as well as organizing a fundraiser to raise money for the political campaign.

Big Idea / Essential Questions

Big Idea

- There are many levels of government in a democracy.
- Critical thinkers actively and skillfully interpret, analyze, evaluate, and synthesize information.
- Numerical quantities, calculations, and measurements can be estimated or analyzed by using appropriate strategies and tools.

Essential Questions

- What does a local government do?
- How does the government affect our lives?
- How is mathematics used to quantify, compare, represent, and model numbers?

G.R.A.S.P.

Goal

You are a campaign manager for a candidate running for Mayor in your community. Your goal is to help him/her through campaign advertising, as well as organizing a fundraiser to raise money for the political campaign.

Role

In this task you will be taking on the role of a campaign manager for a person running for Mayor of your community.

Audience

Your audience will be the Mayoral candidate, as well as the public supporting him/her. You will also need to engage an audience of voters who are undecided and you want to convince them

that this candidate is the best one for Mayor.

Situation

The road to being a politician is often long, expensive, and exhausting. Becoming a candidate is only the beginning of the election process. Successful candidates must persuade voters that they deserve their individual votes.

Persuading voters is the basis of a political campaign. Advertising, slogans, theme songs, speeches, and even negative campaigning have been used by people running for office since our country began.

A campaign manager is an individual who coordinates a political campaign's operations. This includes duties such as fundraising, advertising, polling, and other activities supporting the person running for office.

Whether you are running for office or supporting a ballot initiative, you need money to pay staff and promote your candidacy or cause. A fundraising event for a political campaign may be the solution. 80% of Americans believe it's essential for people to come together in person to promote positive change and 1 in 5 Americans attended an event supporting a particular cause within the last year

Products

1. PSA Storyboard

A Public Service Announcement (PSA) is a short, community-oriented video message created to raise awareness and change public attitudes and behavior toward a social issue. PSAs often have a powerful message that sticks with the viewer. The objective is to raise awareness of and change public attitudes and behavior towards a social issue.

PSAs are created to persuade an audience to take a favorable action. PSAs can create awareness, show the importance of a problem or issue, convey information, or promote a behavioral change. Consider the types of problems or issues in your community and choose one to research. For example it might be distracted driving, wildfire prevention, ending hunger, racial injustice, etc.

The Mayoral candidate has asked you to create a Storyboard for a PSA that will help the community be aware and help with a concern that you see in the community. The candidate for Mayor will need to approve this Storyboard before creating the PSA video for his campaign.

In order to storyboard a PSA, follow the steps below:

1. Choose your topic. Select one topic to spread awareness about that is important to you and the community.
2. Research & Plan your PSA
 - Research and take notes on facts, statistics, and solutions
 - Introduce the problem (with facts, statistics, quotes, images)
 - Offer Solutions/Call to Action - You want to be convincing and accurate.
3. Engage your audience. Think of your target audience's needs, preferences, as well as the things that might turn them off. They are the ones you want to rally to action. Be clear with the message of what action is suggested.

- Grab your audience's attention. You might use visual effects, an emotional response, humor, or surprise to catch your target audience.

You can create your own storyboard electronically or using paper and pencil. This template may help you: https://docs.google.com/document/d/1yT_uv-q4EckxkF20WDIXrVSPKHx2IV_MnmrcLvflZr0/edit?usp=sharing

The below resources may be helpful:

- What is a Public Service Announcement?: <https://www.storyboardthat.com/articles/e/public-service-announcements>
- Storyboarding a PSA: <http://tbedtech.weebly.com/lesson-4-storyboarding-a-psa.html>

PSA Storyboard

Achievement Levels	1	2	3	4
Purpose (x1)	The PSA has a minimally clear purpose. The proposed solution or call to action is missing.	The PSA has a somewhat clear purpose. The proposed solution or call to action is vague.	The PSA has a mostly clear purpose with a proposed solution or call to action.	The PSA has a singular, clear purpose with a proposed solution or call to action.
Message Clarity (x1)	It is difficult to find the meaning or message in the storyboard.	The message comes through, but it is not understood right away.	The intended message is easily understood.	The intended message is clear, poignant, and thought-provoking.
Text and Images (x1)	Text or images are confusing or do not make sense with the message.	Text, scenes, characters, and items are appropriate for the message.	Scenes, characters, or items are appropriate for the message. The images are used effectively alone or in conjunction with the text.	Text and images are carefully chosen and help to create a strong connection between message and viewer.
Evidence (x1)	Little to no evidence to support the message is provided.	There are some reasons or evidence provided, but they are not all convincing.	Reasons or evidence are convincing. It is easy to see why one should think or do what is indicated in the storyboard.	Reasons or evidence are very convincing. The storyboard encourages change in thinking or inspires action.

2. PSA Video

****Note - This product should be completed after the PSA Storyboard****

Once the Mayoral candidate has approved the PSA Storyboard, you are now going to make it a video that can be shared on TV and social media. This video should be 30-60 seconds in length. You can create this video using a technology such as iMovie or Windows Movie Maker. Be sure to include your sources in the credits of the video.

The link below shows sample videos from middle school students: <https://www.takethechallengenow.net/6th-8th-grade-winners-2015/>

PSA Video

Achievement Levels	1	2	3	4
Content (x1)	Content of the video is minimal or there are factual errors.	Video includes some information about the topic.	Video includes essential knowledge about the topic. Subject knowledge appears to	Video covers the topic with details and examples. Knowledge of the issue is well

Achievement Levels	1	2	3	4
Conventions (x1)	Video is not the correct length or no sources are provided. Writing does not use proper grammar or punctuation. Many spelling errors.	Video is the correct length but few sources are provided. Writing contains many spelling or grammatical errors.	Video is the correct length but some sources are missing. Writing contains one or two spelling or grammatical errors.	Video is the correct length with sources provided. Spelling is correct and proper use of punctuation and grammar.
Creativity (x1)	The message is told using few original ideas. The video does not take the intended audience into consideration.	The message is told in a partially creative way using some original ideas. The video attempts to grab the attention of the intended audience.	The message is told in a mostly creative way using some original ideas. The video grabs the attention of the intended audience.	The message is told in a very creative way using original ideas. The video grabs the attention of the intended audience.
Purpose (x1)	The PSA has a minimally clear purpose. The proposed solution or call to action is missing.	The PSA has a somewhat clear purpose. The proposed solution or call to action is vague.	The PSA has a mostly clear purpose with a proposed solution or call to action.	The PSA has a singular, clear purpose with a proposed solution or call to action.

3. Campaign Slogan & Sign

Slogans are a critical aspect of a political campaign: In just a few words, they must summarize the candidate's brand and win over voters. Most importantly, they must be memorable enough to stand out among the barrage of advertisements during the campaign season.

You are to create a political sign for the candidate to be placed along roads that includes a catchy slogan. You want your slogan to include the topic, question, or proposed solution of your PSA. Be sure that the sign is colorful, easy to read and to the point. You can create this electronically or with paper and markers.

These resources may be helpful:

Presidential Campaign Slogans: <https://www.presidentsusa.net/campaignslogans.html>

How to Design a Successful Campaign Sign: <https://www.signs.com/blog/how-to-design-a-successful-campaign-sign/>

Campaign Sign and Slogan

Achievement Levels	1	2	3	4
Slogan Message (x1)	The message is minimally clear, understandable.	The message is somewhat clear, understandable or precise.	The message is mostly clear, understandable and precise.	The message is clear, understandable and concise. A single thought or phrase summarizes the entire message.
Conventions (x1)	Product contains a large number of errors of spelling, grammar, capitalization, and punctuation.	Product contains some errors of spelling, grammar, capitalization, and punctuation.	Product contains few errors of spelling, grammar, capitalization, and punctuation.	Product contains no errors of spelling, grammar, capitalization, or punctuation.
Aesthetics/Layout (x1)	The layout is challenging to see and read.	The layout is a little difficult to see and read.	The layout is mostly easy to see and read. It is eye catching to people driving or walking by.	The layout is easy to see and read. It is very eye catching to people walking or driving by and stands out from others.
Fonts and Colors (x1)	Fonts and colors chosen are minimally appropriate and makes the sign very difficult to read from a distance.	Fonts and colors chosen are somewhat appropriate. The sign is a little difficult to read from a distance.	Fonts and colors chosen are appropriate and make the sign readable.	Fonts and colors chosen are very appropriate and make the sign easy to read.

4. Room Dimensions

A local business has donated the use of one of their rooms for the Campaign Fundraiser

The venue (place) where you will be having the fundraiser is a unique shaped room. You will need to determine the shape, dimensions and areas to help with your planning. This will help you to determine the amount of space that you have so you know how many people can attend.

Use the following worksheet to help find the shape and size of the room.

<https://docs.google.com/document/d/1uIvn33sBIYtiSnX3YonXOCyq9Qjz00SLOL8le7x1QMw/edit?usp=sharing>

****Teachers: You need to make your own copy in order to edit the worksheets. Do this by either going to "File", "Download" to put it on your computer, or "File" "Make a Copy" will put in your google drive.**

Room Dimensions

Achievement Levels	1	2	3	4
Graphing Ordered Pairs (x1)	Few of the ordered pairs are correctly represented on a graph.	Some of the ordered pairs are correctly represented on a graph and connected with line segments in order.	Most of the ordered pairs are correctly represented on a graph and connected with line segments in order.	All of the ordered pairs are correctly represented on a graph. The points are connected with line segments in the correct order.
Decomposing Shapes to Determine Area (x1)	Product does not show a decomposition into shapes in order to find the area.	Product shows a minimally correct decomposition into shapes in order to find the area.	Product shows a somewhat correct decomposition into shapes in order to find the area.	Product shows a correct decomposition into shapes in order to find the area.
Ratios (x1)	Product shows a limited understanding of ratios by providing few correct measurements with appropriate units.	Product shows a basic understanding of ratios by providing some correct measurements with appropriate units.	Product shows a satisfactory understanding of ratios by providing most correct measurements with appropriate units.	Product shows a complete understanding of ratios by providing correct measurements with appropriate units.
Decimal Operations (x1)	Product shows few correct work and solutions when performing operations with decimals.	Product shows some correct work and solutions when performing operations with decimals.	Product shows most correct work and solutions when performing operations with decimals.	Product shows all correct work and solutions when performing operations with decimals.
Area (x1)	Product shows few of the correct area formulas and calculations for the shapes involved.	Product shows some of the correct area formulas and calculations for the shapes involved.	Product shows most of the correct area formulas and calculations for the shapes involved.	Product shows correct area formulas and calculations for the shapes involved.

5. Event Budget

You need to create an itemized budget to prepare for the Campaign Fundraiser. The business is donating the use of their room, but you need to make sure that other expenses are accounted for. You want to make sure you have enough tables, chairs, decorations, etc. for the room, as well as food and beverages for the number of people attending (remember you determined the maximum in the **Room Dimensions** product.) Make a chart of the items you will need, unit price, number you will need, and total price for the amount needed. Then determine the total amount the Fundraiser will cost.

Once you have determined the total cost, determine the ticket price will be for each attendee. Remember that the purpose of this event is to raise funds for the candidate's election. So you want to make sure that you are making at least 250% profit.

You can create your own Event Budget, or use the worksheet below to record your findings:

<https://docs.google.com/document/d/1XGYkxBKzGBT63wSFEM-95Ga22VRWzt8vNnRsplLhxQY/edit?usp=sharing>

****Teachers: You need to make your own copy in order to edit the worksheets. Do this by either going to "File", "Download" to put it on your computer, or "File" "Make a Copy" will put in your google drive.**

Event Budget

Achievement Levels	1	2	3	4
Decimal Operations (x1)	Product shows minimal work or solutions when performing operations with decimals.	Product shows some correct work and solutions when performing operations with decimals.	Product shows most correct work and solutions when performing operations with decimals.	Product shows all correct work and solutions when performing operations with decimals.
Place Value and Rounding Decimals (x1)	Product shows little understanding of place value with decimals by rounding few correctly.	Product shows some understanding of place value with decimals by rounding some correctly.	Product shows a satisfactory understanding of place value with decimals by rounding most correctly.	Product shows strong understanding of place value with decimals by correctly rounding when necessary.
Percentages (x1)	Product shows minimal understanding of working with percentages to determine the ticket price.	Product shows some understanding of working with percentages to determine the ticket price.	Product shows adequate understanding of working with percentages to determine the ticket price.	Product shows complete understanding of working with percentages to determine the ticket price.
Content (x1)	Few sections of the budget are correct and complete with appropriate labels and units.	Some sections of the budget are correct and complete with appropriate labels and units.	Most sections of the budget are correct and complete with appropriate labels and units.	All sections of the budget are correct and complete with appropriate labels and units.